

GARDEN MUMS for SPRING SALES

The ease of flowering garden mums in spring, permits using them right along with other bedding plants for spring merchandising. Customers today know mums can be flowered in off-season and they prefer, when possible, making selections by colors — plants in bloom — when buying for the yard and garden. Customers just naturally visualize the mass of bloom which will materialize in the fall, and readily make purchases when attracted to planting stock exhibiting bloom.

HERE'S HOW. Mums planted to three-inch pots the last of February, pinched one week later, grown at a night temperature of 60°+, will offer a progression of flower in May. If the grower wishes to spread out the planting for this crop, cuttings can be potted over a longer period, starting earlier, and thus lengthen the selling time for which you may wish to have blooming plants for your market. Depending upon the varieties only 8 or 9 weeks are required to bloom.

The above procedure for flowering garden mums thru-out the spring season does not require the use of black cloth or supplementary light. Not all the garden varieties are suited for spring flowering, some

initiate bud unevenly, others grow too tall. Selections should be made from our recommended list, or if you wish, depend on us for your selection. Savings are made in purchasing by 'Collection Rate.'

RECOMMENDED VARIETIES

| White | Yellow |
|-----------------|-----------------------|
| Crystal Maid | Early Gold |
| Chris Columbus | Yellow Pomponette |
| Shalimar | Yellow Chris Columbus |
| Ostosa | Moonlight |
| Corsage Cushion | King's Ransom |
| Lyric | Chiquita |
| Maestro | Yellow Spoon |
| Red & Bronze | Pink & Lavender |
| Toronto | Joyous |
| Bronze Queen | Purple Waters |
| Remembrance | Cecelia |
| Morocco | Spellbound |
| Red Velvet | Major Cushion |
| September Cheer | Mischief |
| Lipstick | Fuchsia Fairy |

White

| | Height | Flowering Date |
|---------------------|---|----------------|
| CRYSTAL MAID. | Cream white, low growing, non-fading | Sept. 15 |
| MARTIN'S WHITE. | Large pure white, compact and bushy | Sept. 15 |
| NANOOK. | Cream white flowers. Cushion | Sept. 15 |
| POWDERPUFF. | White in wide mounds. Cushion | Sept. 20 |
| JESSAMINE WILLIAMS. | Quilled white spoon; prolific | Sept. 25 |
| OSTOSA. | Large glistening white; low growing | Sept. 25 |
| RAGGEDY ANN. | White carnation flowered cushion | Sept. 25 |
| SHALIMAR. | Creamy white, large flowers; sturdy growth | Sept. 25 |
| WHITE RICE. | Fully double, 2-inch white pompons | Sept. 25 |
| CHRIS COLUMBUS. | Cream white; large and vigorous | Oct. 1 |
| CORSAGE CUSHION. | Opening white, shading to pink | Oct. 1 |
| JULIE B. | Early white button. Cushion | Oct. 1 |
| SPINDRIFT. | White with cream center, 3-inch flowers | Oct. 1 |
| avalanche. | Large shaggy white with cream center | Oct. 5 |
| GLACIER. | White to bluish-white, sizable flowers | Oct. 5 |
| LYRIC. | White cushion, immaculate single | Oct. 5 |
| PILGRIM. | Clear white large pompon; durable; compact | Oct. 5 |
| WHITE CLOUD. | Pure white, large, vigorous | Oct. 5 |
| BENORA. | Large white with cushion type growth | Oct. 8 |
| CLASSIC. | Pure white, medium pompon. Fine for cutting | Oct. 10 |
| MAESTRO. | Cream white pompon; low growing plant | Oct. 10 |

1960 GARDEN MUMS

CUNNINGHAM GARDENS

INCORPORATED

WALDRON, INDIANA

SB115
29C73
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1960

for Spring Blooming Pots

Container Growing

All-season Merchandising

JUL 3 1960

DEPARTMENT SEC
SERIAL RECORDS

GARDEN MUMS FOR DIRECT FIELD PLANTING

When Mums are picked up direct at the source of propagation, the rooted cuttings can be planted right to the field — providing good cultural practice is followed. But cuttings which have been shipped, thus held in cartons for 2 to 5 days, should first be transplanted into pots or flats to freshen up and harden off, even for just a short time. A cutting

which has been held in the dark while in transit will lengthen somewhat and become extremely tender, and if then subjected to the rigors of bright sun and dry, windy field conditions, heavy loss is apt to occur. If transplanted, cuttings will green-up very rapidly, and be ready in just a short time for either merchandising or planting to the field rows.

Pink & Lavender

| | Height | Flowering Date |
|---------------------|--|----------------|
| CECIL BEED. | Deep lavender-pink; free flowering | Sept. 15 |
| GREMLIN. | Orchid pink pompon; low growing | Sept. 15 |
| LORENZO. | Dark quilled purple | Sept. 15 |
| ORCHID HELEN. | Orchid-pink; sturdy and strong | Sept. 15 |
| COQUETTE. | Excellent rose-pink cushion | Sept. 20 |
| MINNPINK. | Clear rose-pink cushion | Sept. 20 |
| CAMEO. | Pink cushion; an improved Major Cushion | Sept. 25 |
| CECELIA. | Purple cushion; globular habit | Sept. 25 |
| JOAN HELEN. | Garret-purple, shading to crimson | Sept. 25 |
| PINK SPOON CUSHION. | Pink; large, full flower | Sept. 25 |
| PURPLE CUSHION. | Purple-red flowers; shaped habit | Sept. 25 |
| PURPLE QUEEN. | Deep purple cushion; fine growth habit | Sept. 25 |
| PURPLE WATERS. | Early deep purple, 3-inch flowers | Sept. 25 |
| ROSE QUEEN. | Rose-red; shaped cushion habit | Sept. 25 |
| SEPTEMBER CHEER. | Vivid pink, cushion habit | Sept. 25 |
| SEPTEMBER DAWN. | Rose-pink; prolific short pink | Sept. 25 |
| SPELLBOUND. | Brilliant lavender. Medium double flowers | Sept. 25 |
| ARISTOCRAT. | Deep cerise overcast claret; sturdy | Sept. 28 |
| ALERT. | Large, dark purple with a silvery cast | Sept. 28 |
| SALUTE. | Deep purple flowers. Cushion | Sept. 28 |
| EVELYN DEVANEY. | True shell-pink; vigorous and clean | Oct. 1 |
| FUCHSIA FAIRY. | (COCHECO) Profuse, light pink cushion | Oct. 1 |
| HELEN BOGUE. | Massive light purple; disbud for football | Oct. 1 |
| JOYOUS. | Lavender rosy-pink cushion. Prolific bloom | Oct. 1 |
| LOVELY LASS. | Delicate pink. Cushion | Oct. 1 |
| OLD LAVENDER. | Large pure lavender; strong and sturdy | Oct. 1 |
| PATRICIA LEHMAN. | Sparkling peach-pink | Oct. 1 |
| STYLISH. | Large deep rose flushed raspberry-cerise | Oct. 1 |
| ALLEGRO. | Shrimp-pink shaded copper. Cushion type | Oct. 1 |
| AMETHYSTINE. | A blending sheen of pink and purple | Oct. 1 |
| BETTY. | Bright salmon-pink; large, upright, sturdy | Oct. 1 |
| JOYBRINGER. | Salmon-rose large pompon; wide growth | Oct. 5 |
| MAJOR CUSHION. | Lavender-rose cushion; rounded habit | Oct. 5 |
| MISCHIEF. | Rosy red, bold yellow centers | Oct. 5 |
| TREVANIA. | Coral-pearl pastel; beautiful for cut | Oct. 5 |
| MASQUERADE. | Silvery lavender and rose, medium pompon | Oct. 10 |

Bronze & Red

| | Height | Flowering Date |
|---------------------|--|----------------|
| AUTUMNSONG. | Early wine-red shading to carmine. Cushion | Sept. 10 |
| TECUMSEH. | Red aging to buffy bronze. Cushion | Sept. 10 |
| APRICOT GLOW. | Rich apricot-bronze. Cushion | Sept. 15 |
| EARLY CRIMSON. | Early flowering bright crimson | Sept. 15 |
| EARLY HARVEST. | Mahogany orange cushion | Sept. 15 |
| POMPONETTE. | Golden-bronze, medium pompon | Sept. 15 |
| BRONZE QUEEN. | Copper bronze pompon; cushion habit | Sept. 20 |
| FLAMBOYANT. | Flaming orange bronze; stately and lively | Sept. 20 |
| JOAN HELEN. | Garret-purple, shading to crimson | Sept. 20 |
| PINK SPOON CUSHION. | Jasper red cushion | Sept. 20 |
| TORONTO. | Rich coppery-bronze; cushion-like | Sept. 20 |
| CROWNING GLORY. | Orange overcast coral, 3-inch blooms | Sept. 25 |
| ORINOCO. | Crimson cushion, non-fading, rounded habit | Sept. 25 |
| ORSONA. | Red and bronze. Cushion | Sept. 25 |
| RED ELF. | Cushion habit, red pompon | Sept. 25 |
| MAHOGANY CUSHION. | Jasper red cushion | Sept. 25 |
| MIKADO. | Turkish red; large and massive football type | Sept. 25 |
| ROUGE CUSHION. | Red with yellow center. Semi-cushion | Sept. 25 |
| ADMIRATION. | Salmon fawn, flowers in profusion | Sept. 28 |
| ALERT. | Large, dark purple with a silvery cast | Sept. 28 |
| SALUTE. | Deep purple flowers. Cushion | Sept. 28 |
| EVELYN DEVANEY. | True shell-pink; vigorous and clean | Oct. 1 |
| FUCHSIA FAIRY. | (COCHECO) Profuse, light pink cushion | Oct. 1 |
| HELEN BOGUE. | Massive light purple; disbud for football | Oct. 1 |
| JOYOUS. | Lavender rosy-pink cushion. Prolific bloom | Oct. 1 |
| LOVELY LASS. | Delicate pink. Cushion | Oct. 1 |
| OLD LAVENDER. | Large pure lavender; strong and sturdy | Oct. 1 |
| PATRICIA LEHMAN. | Sparkling peach-pink | Oct. 1 |
| STYLISH. | Large deep rose flushed raspberry-cerise | Oct. 1 |
| ALLEGRO. | Shrimp-pink shaded copper. Cushion type | Oct. 1 |
| AMETHYSTINE. | A blending sheen of pink and purple | Oct. 1 |
| BETTY. | Bright salmon-pink; large, upright, sturdy | Oct. 1 |
| JOYBRINGER. | Salmon-rose large pompon; wide growth | Oct. 5 |
| MAJOR CUSHION. | Lavender-rose cushion; rounded habit | Oct. 5 |
| MISCHIEF. | Rosy red, bold yellow centers | Oct. 5 |
| TREVANIA. | Coral-pearl pastel; beautiful for cut | Oct. 5 |
| MASQUERADE. | Silvery lavender and rose, medium pompon | Oct. 10 |

White

Container-Grown Garden Mums for FALL SALES

Have you tried shading a crop of garden mums with black cloth to advance the flowering period? It can be done, easily and profitably! With the use of black cloth, you can bring a crop of container-grown mums well ahead of the normal fall blooming period — up to one month ahead, depending upon varieties. You extend the selling season! You command a better price!

All you need to do is cover them with black cloth each day at 5 P.M., then remove the cloth the next morning at 8 o'clock. This merely lengthens the

number of night hours so buds will initiate for earlier flowering. Try it for a longer season of selling.

The following schedule is suggested:

Pot cuttings (1 to container) 2 1/4", or 2 1/2" June 1st

Pinch June 10th

Transplant to containers June 22-25

Pinch (prune severely to shape up) July 1st

Shade (black cloth until color shows) July 20th

(The above schedule is flexible — leeway is allowed)

RECOMMENDED VARIETIES

| | |
|-------------------|---------------|
| Nanook | Coquette |
| White Rice | Fuchsia Fairy |
| Corsage Cushion | Orchid Helen |
| Lyric | Major Cushion |
| Ostosa | Rose Queen |
| Chiquita | Lipstick |
| Yellow Supreme | Alert |
| Yellow Pomponette | Bronze Queen |
| Golden Fantasy | Mischief |
| Lee Dick | |

Containers: Those which are durable, of nice appearance, and about one gallon capacity. If possible, place containers on black plastic, roofing paper, or pea gravel, to inhibit weeds.

Soil mix: Your regular canning mix; or a good loamy soil with heavy addition of peat and/or perlite; good drainage is important.

Spraying: Regular spraying with a fungicide and insecticide; weekly intervals recommended.

Feeding: Supplemental feeding is necessary. We suggest 4-8 oz. per 25 gallons of 20/20/20 (soluble) at weekly intervals, applied in saturation as irrigated. Close observation, or soil testing is important.

Yellow

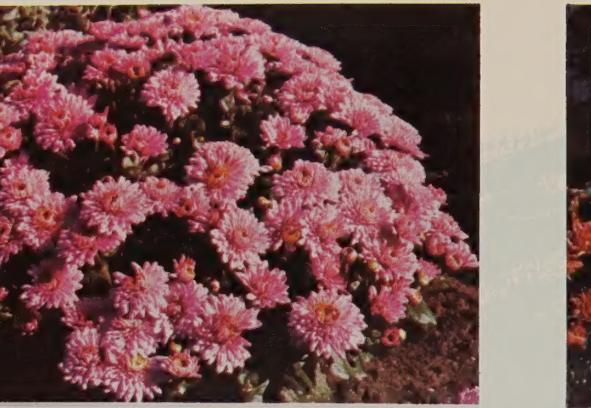
| | Height | Flowering Date |
|-------------|---|----------------|
| CREAMPUFF. | Light yellow sport of Powderpuff. Cushion | Sept. 15 |
| EARLY GOLD. | Bright golden-yellow medium pom | |



Astoria



Dan Foley



Cameo



Maple Mound



Joyous



King's Ransom



September Cheer



Corsage Cushion

1960



LIBRARY
RECEIVED
* FEB 2 1960 *
U. S. Department of Agriculture



Lyric



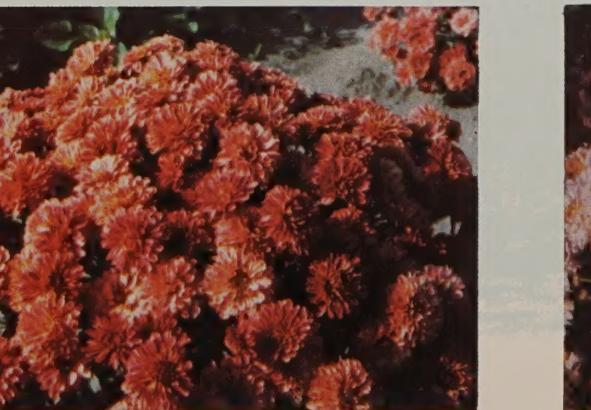
Stylish



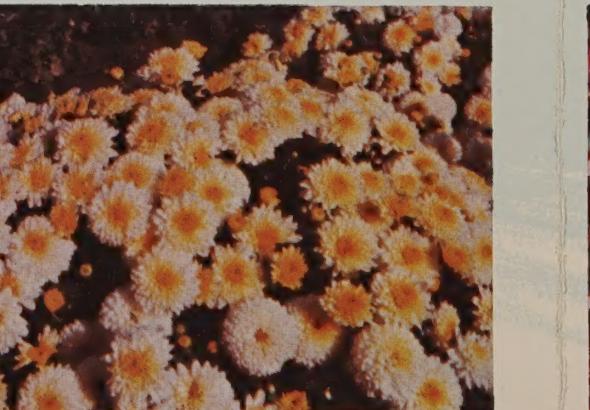
Orinoco



Lee Dick



Minnbronze



Nanook



Trevania



Newton

Garden Mum

1960 ORDER SHEET

Sold To

Ship To

Date of Order

Shipping Date

Ship Via

Amount Enclosed

PRICE SCHEDULE

| | |
|-----------------------------|----------------|
| 25 of one variety | \$2.00 |
| 50 rate, one variety | \$3.50 |
| 100 rate, one variety | \$6.00 per 100 |
| 500 rate, one variety | \$5.50 per 100 |

SUBSTITUTIONS PERMITTED

NO SUBSTITUTIONS PERMITTED

MINIMUM ORDER, 300 rooted cuttings

White

| Quan. | Variety | Amt. |
|-------|--------------------|-------|
| | Crystal Maid | |
| | Martin's White | |
| | Nanook | |
| | Powderpuff | |
| | Jessamine Williams | |
| | Ostosa | |
| | Raggedy Ann | |
| | Shalimar | |
| | White Rice | |
| | Chris Columbus | |
| | Corsage Cushion | |
| | Julie B. | |
| | Spindrift | |
| | Avalanche | |
| | Glacier | |
| | Lyric | |
| | Pilgrim | |
| | White Cloud | |
| | Benora | |
| | Classic | |
| | Maestro | |

Pink & Lavender

| Quan. | Variety | Amt. |
|-------|--------------------|-------|
| | Pink Spoon Cushion | |
| | Purple Cushion | |
| | Purple Queen | |
| | Purple Waters | |
| | Rose Queen | |
| | Sept. Cheer | |
| | Sept. Dawn | |
| | Spellbound | |
| | Aristocrat | |
| | Alert | |
| | Salute | |
| | Evelyn Devaney | |
| | Fuchsia Fairy | |
| | Helen Bogue | |
| | Joyous | |
| | Lovely Lass | |
| | Old Lavender | |
| | Patricia Lehman | |
| | Stylish | |
| | Allegro | |
| | Amethystine | |
| | Betty | |
| | Joybringer | |
| | Major Cushion | |
| | Mischief | |
| | Trevania | |
| | Masquerade | |

Pink & Lavender

| Quan. | Variety | Amt. |
|-------|--------------|-------|
| | Cecil Beed | |
| | Gremlin | |
| | Lorenzo | |
| | Orchid Helen | |
| | Coquette | |
| | Minnpink | |
| | Cameo | |
| | Cecelia | |
| | Joan Helen | |

Yellow

| Quan. | Variety | Amt. |
|-------|------------|-------|
| | Creampuff | |
| | Early Gold | |
| | Lemon Drop | |

Yellow

| Quan. | Variety | Amt. |
|-------|---------------------|-------|
| | Martin's Yellow | |
| | Muriel Rice | |
| | Pathfinder | |
| | Yellow Cushion | |
| | Yel. Pomponette | |
| | Golden Fantasy | |
| | Gold Button | |
| | Lee Dick | |
| | Maple Mound | |
| | Astoria | |
| | Butterscotch | |
| | Holiday | |
| | Gold Ribbon | |
| | John Milbrath | |
| | King's Ransom | |
| | Mojave Gold | |
| | Moonlight | |
| | Yel. Chris Columbus | |
| | Yellow Supreme | |
| | Charles Nye | |
| | Chiquita | |
| | Lee Powell | |
| | Newton | |
| | Siletz | |
| | Yellow Spoon | |
| | Ruby Breithaupt | |
| | Treasure | |

Bronze & Red

| Quan. | Variety | Amt. |
|-------|---------------|-------|
| | Autumnsong | |
| | Tecumseh | |
| | Apricot Glow | |
| | Early Crimson | |

| Quan. | Variety | Amt. |
|-------|-------------------|-------|
| | Early Harvest | |
| | Pomponette | |
| | Bronze Queen | |
| | Flamboyant | |
| | George Luxton | |
| | Minnbronze | |
| | Toronto | |
| | Crowning Glory | |
| | Orinoco | |
| | Orsona | |
| | Red Elf | |
| | Mahogany Cushion | |
| | Mikado | |
| | Rouge Cushion | |
| | Admiration | |
| | Apache | |
| | Scarlet Crimson | |
| | Dan Foley | |
| | Jubilee | |
| | Lipstick | |
| | Morocco | |
| | Redwood | |
| | Royalist | |
| | Rubescent Cushion | |
| | Courageous | |
| | Elite Cushion | |
| | Huntsman | |
| | Indian Red | |
| | Mona | |
| | Red Velvet | |
| | Remembrance | |
| | Tiny Rubies | |
| | Admiral | |
| | Carmine Queen | |

Cunningham Gardens

INCORPORATED

WALDRON, INDIANA

PRICE SCHEDULE

(Prices are based upon the quantity of each variety ordered)

| | |
|---------------------------------------|-----------------|
| 25 rooted cuttings, one variety | \$2.00 per unit |
| 50 rate, one variety | \$3.50 per unit |
| 100 rate, one variety | \$6.00 per 100 |
| 500 rate, one variety | \$5.50 per 100 |

The above prices are for YOUR selection of varieties. Please inquire for our discount schedule on 10,000 or more.

SHIPPING INFORMATION

- DELIVERIES.** All orders are shipped, F.O.B. Indiana, via Railway Express collect, unless otherwise directed. If parcel post shipments are desired, be sure to allow sufficient postage with your order unless satisfactory credit has been established.
- CLAIMS.** Cuttings are in perfect condition when they are accepted by the transportation company. OUR RESPONSIBILITY CEASES WHEN THE DELIVERING CARRIER ACCEPTS SHIPMENT. We cannot be responsible for the safe arrival of your cuttings. If damage should occur enroute, have your AGENT inspect shipment and assist you in properly filing a claim for loss. We shall aid you in every way we can, but notify us immediately should there be damage.
- PACKAGING.** We have shipped plants to the wholesale trade for more than 50 years, therefore we are fully aware of the problems in handling perishable products. Our means of packaging assures safe arrival of cuttings, if properly handled in transit.
- SUBSTITUTION.** When substitution is permitted, we shall ship equal or better varieties, using our judgment. Often very minor substitution, if permitted, will complete an order in full in one shipment, thus eliminating the delay and expense of subsequent shipments. Please designate on your order if you cannot accept minor substitution.
- AVAILABILITY.** Garden Mum rooted cuttings are in constant production from January 1st to July 15th. 25 of each variety is the minimum that can be supplied, and all quantities must be multiples of 25 because of packaging. **MINIMUM ORDER, 300 rooted cuttings.**
- TERMS.** Payment should accompany all orders unless credit has been established. All invoices are due and payable 30 days after invoice date. C.O.D. orders are subject to 25% in advance. 1% interest charged per month on all past due accounts.

COLLECTION RATES — VARIETIES OUR SELECTION

| | | | |
|-------------------------------|--------------------------------------|-------------------------|---------------------------|
| Collection No. 1 | Collection No. 2 | Collection No. 3 | Collection No. 4 |
| Tall varieties for cutting | Wide assortment for spring & fall | Spring blooming pots | Cushion varieties only |

ORDER MAY COMPRIZE ANY COLLECTION OR COMBINATION OF COLLECTIONS

(varieties our selection)

| COLLECTION | 500 R. C. | \$ 27.50 | MINIMUM COLLECTION |
|------------|-----------------|----------|--------------------|
| PRICES | 1000 R. C. | \$ 52.50 | ORDER — 500 R. C. |
| | 2000 R. C. | \$100.00 | |

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WALDRON, INDIANA